

June 25, 2019

ADK Group win Bronze in Film Craft category at the Cannes Lions International Festival of Creativity 2019

ADK Group is pleased to announce that work created by ADK Marketing Solutions and its creative boutique, CHERRY been awarded Bronze for “What happened?” for HECATE in the Film Craft category at the Cannes Lions International Festival of Creativity 2019. The festival was held in Cannes, France from June 17 to June 21, 2019.

Please see below for details of the awarded work.

<Bronze> Film Craft category

Client: HECATE

Title: What happened?

Agency: CHERRY /ADK Marketing Solutions

<https://www.dandad.org/awards/professional/2019/cinematography/230913/what-happened-/>



The movie “What happened?” ver. is able to give us visual experience of the concept and the world of HECATE which is the invigorative non-alcohol party drink. The chaos happening has occurred at the apartment where a certain family live. What was the reason for it? Please enjoy it with the mood of participating the buzzer quiz show, now “How did it happen?”.

Contact: Yuri Hirao, Kaori Nakajima

Office of Corporate Communications, ADK Holdings Inc.

Email: adkpr@adk.jp, Tel: +81-3-6830-3855